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/Joshua E. Garfield/, Reg. No. 58,416

Signature

EFS Date of Deposit: August 13, 2007

Our Case No. 10022/142

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Dempski et al.

Serial No.: 09/924,669

Filing Date: August 8, 2001

For : ENHANCED CUSTOM CONTENT
TELEVISION

Examiner: S. Chowdhury

Group Art Unit No.: 2623

**AMENDMENT AND RESPONSE TO THE FINAL OFFICE ACTION
MAILED MAY 11, 2007**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the final Office Action mailed May 11, 2007, the Applicants kindly request reconsideration of the rejection in view of the following remarks and arguments.

Listing of the Claims begin on page 2 of this paper.

Remarks begin on page 10 of this paper.